

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021/2022

BMK3024 –INTERNET MARKETING

(All sections / Groups)

8 AUGUST 2022

09:00AM – 11:00AM

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **ONE (1)** page (excluding the cover page) with **FOUR (4)** questions only.
2. Answer **ALL FOUR (4)** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. The total marks for this paper is 100.
4. Please write all your answers in the Answer Booklet provided.

Attempt all FOUR (4) questions.

Question 1

You are planning on creating your first start-up (please choose any product/service). Using the Reach, Act, Convert, Engage (RACE) framework, illustrate how you will be promoting your product/service to new customers. Provide relevant examples.

(25 marks)

Question 2

Digital media has disrupted the marketing industry, especially in the context of traditional marketing mix. Choose any **FIVE (5)** marketing mix and apply relevant digital media for each mix. Include examples as well.

(25 marks)

Question 3

Many businesses are actively using Search Engine Marketing (SEM) as part of their marketing communications through digital media channels. You are currently working in a digital marketing agency and one of your prospective client selling fashion clothing is interested to expand their business using SEM. Prepare any **FIVE (5)** strategies in using SEM in their business.

(25 marks)

Question 4

COVID-19 pandemic made many Small and Medium Enterprises (SMEs) shifting their business online with the focus of not only for survival, but to capture opportunity in the digital world. However, since the pandemic broke out last year in year 2020, at least 150,000 SMEs have shut, resulting in 1.2 million job losses (South China Morning Post, July 2021). This means SMEs are struggling to garner customers online. Illustrate any **FIVE (5)** challenges of online customer engagement.

Source : <https://www.scmp.com/week-asia/economics/article/3142270/coronavirus-malaysias-lockdown-dooms-150000-smes-fuelling-fears>

(25 marks)

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